

117TH CONGRESS
1ST SESSION

H. R. 2862

To require the Secretary of Health and Human Services to conduct a national suicide prevention media campaign, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

APRIL 28, 2021

Mr. BEYER (for himself and Mr. KINZINGER) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To require the Secretary of Health and Human Services to conduct a national suicide prevention media campaign, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Campaign to Prevent
5 Suicide Act”.

6 **SEC. 2. NATIONAL SUICIDE PREVENTION LIFELINE.**

7 Section 520E–3(b)(2) of the Public Health Service
8 Act (42 U.S.C. 290bb–36c(b)(2)) is amended by inserting
9 after “suicide prevention hotline” the following: “, under

1 the universal telephone number designated under Section
2 251(e)(4) of the Communications Act of 1934.”.

3 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-**
4 **PAIGN.**

5 (a) **NATIONAL SUICIDE PREVENTION MEDIA CAM-**
6 **PAIGN.—**

7 (1) IN GENERAL.—Not later than the date that
8 is three years after the date of the enactment of this
9 Act, the Secretary of Health and Human Services
10 (referred to in this section as the “Secretary”), in
11 consultation with the Assistant Secretary for Mental
12 Health and Substance Use (referred to in this sec-
13 tion as the “Assistant Secretary”) and the Director
14 of the Centers for Disease Control and Prevention
15 (referred to in this section as the “Director”), shall
16 conduct a national suicide prevention media cam-
17 paign (referred to in this section as the “national
18 media campaign”), in accordance with the require-
19 ments of this section, for purposes of—

20 (A) preventing suicide in the United
21 States;

22 (B) educating families, friends, and com-
23 munities on how to address suicide and suicidal
24 thoughts, including when to encourage individ-
25 uals with suicidal risk to seek help; and

(C) increasing awareness of suicide prevention resources of the Centers for Disease Control and Prevention and the Substance Abuse and Mental Health Services Administration (including the suicide prevention hotline maintained under section 520E-3 of the Public Health Service Act (42 U.S.C. 290bb-36c)), any suicide prevention mobile application of the Centers for Disease Control and Prevention or the Substance Abuse Mental Health Services Administration, and other support resources determined appropriate by the Secretary.

1 (b) TARGET AUDIENCES.—

15 (c) USE OF FUNDS.—

16 (1) REQUIRED USES.—

22 (i) Testing and evaluation of advertising.
23

24 (ii) Evaluation of the effectiveness of
25 the national media campaign

(iii) Operational and management expenses.

(iv) The creation of an educational toolkit for television and social media platforms to use in discussing suicide and raising awareness about how to prevent suicide.

(B) SPECIFIC REQUIREMENTS.—

(i) TESTING AND EVALUATION OF ADVERTISING.—In testing and evaluating advertising under subparagraph (A)(i), the Secretary shall test all advertisements after use in the national media campaign to evaluate the extent to which such advertisements have been effective in carrying out the purposes of the national media campaign.

(ii) EVALUATION OF EFFECTIVENESS OF NATIONAL MEDIA CAMPAIGN.—In evaluating the effectiveness of the national media campaign under subparagraph (A)(ii), the Secretary shall take into account—

(I) the number of unique calls
that are made to the suicide preven-

tion hotline maintained under section 520E-3 of the Public Health Service Act (42 U.S.C. 290bb-36c) and assess whether there are any State and regional variations with respect to the capacity to answer such calls;

15 (III) whether the national media
16 campaign has contributed to increased
17 awareness that suicidal individuals
18 should be engaged, rather than ig-
19 nored; and

20 (IV) such other measures of eval-
21 uation as the Secretary determines
22 are appropriate.

1 following, with respect to the national media cam-
2 paign:

3 (A) Partnerships with professional and
4 civic groups, community-based organizations,
5 including faith-based organizations, and Gov-
6 ernment or Tribal organizations that the Sec-
7 retary determines have experience in suicide
8 prevention, including the Substance Abuse and
9 Mental Health Services Administration and the
10 Centers for Disease Control and Prevention.

11 (B) Entertainment industry outreach,
12 interactive outreach, media projects and activi-
13 ties, public information, news media outreach,
14 outreach through television programs, and cor-
15 porate sponsorship and participation.

16 (d) PROHIBITIONS.—None of the amounts made
17 available under subsection (f) may be obligated or ex-
18 pended for any of the following:

19 (1) To supplant current suicide prevention cam-
20 paigns.

21 (2) For partisan political purposes, or to ex-
22 press advocacy in support of or to defeat any clearly
23 identified candidate, clearly identified ballot initia-
24 tive, or clearly identified legislative or regulatory
25 proposal.

1 (e) REPORT TO CONGRESS.—Not later than 18
2 months after implementation of the national media cam-
3 paign has begun, the Secretary, in coordination with the
4 Assistant Secretary and the Director, shall, with respect
5 to the first year of the national media campaign, submit
6 to Congress a report that describes—

7 (1) the strategy of the national media campaign
8 and whether specific objectives of such campaign
9 were accomplished, including whether such campaign
10 impacted the number of calls made to lifeline crisis
11 centers and the capacity of such centers to manage
12 such calls;

13 (2) steps taken to ensure that the national
14 media campaign operates in an effective and effi-
15 cient manner consistent with the overall strategy
16 and focus of the national media campaign;

17 (3) plans to purchase advertising time and
18 space;

19 (4) policies and practices implemented to ensure
20 that Federal funds are used responsibly to purchase
21 advertising time and space and eliminate the poten-
22 tial for waste, fraud, and abuse; and

23 (5) all contracts entered into with a corpora-
24 tion, a partnership, or an individual working on be-
25 half of the national media campaign.

1 (f) AUTHORIZATION OF APPROPRIATIONS.—For pur-
2 poses of carrying out this section, there is authorized to
3 be appropriated \$10,000,000 for each of fiscal years 2021
4 through 2025.

○